

Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 9/07
Estimate Number	907916

Invoice #	116616-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/16/12

Station	WRAL		
Account Executive	Cheryl Blair		
Sales Office	Washington Telerep		
Sales Region	National		

Order #	116616
Alt Order #	06218133
Deal #	
Order Flight	09/07/12 - 09/16/12

Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling	CIA - Mark PAID		

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate Reconciliation	Ref #
1	WRAL Noon News	12p-1p							
	CLASS 3 - CANDIDATE		20/10/1		_	2			
	WRAL		09/10/12 F	2 to 09/16/12 09/14/12	:30	2 12:24 PM	PM12-106TH	\$315.00	3
	WRAL		F	09/14/12	:30	12:24 FM	PM12-106TH PM12-106TH	\$315.00 \$315.00	2
3	WRAL CBS This Mornin	g 7am - 9am	·	00, 1 ., 12	.00			Q 0.0.00	_
	CLASS 4 - CANDIDATE		00/03/1	2 to 09/09/12	1x	1			
	WRAL		<u> </u>	09/07/12	:30	8:47 AM	PM12-113TH	\$175.00	1
	*****		09/10/1	2 to 09/16/12	1x	1		Ψ170.00	
	WRAL		F	09/14/12	:30	8:18 AM	PM12-106TH	\$175.00	2
4	WRAL Young and the R	estless 4-5p							
			09/10/12	2 to 09/16/12	1x	1			
	WRAL		M	09/10/12	:00			\$450.00 See MG 4.2	1
	WRAL		M CLASS	09/10/12 2 CANDIDATI	:30 E r8.23	3:58 PM	PM12-113TH	\$875.00 MG for 4.1 09/10	2
5	WRAL CBS This Mornin CLASS 4 - CANDIDATE	g 7am - 9am							
				2 to 09/16/12	1x	1			
	WRAL		M	09/10/12	:30	8:17 AM	PM12-113TH	\$175.00	1
6	WRAL WRAL 6a News S CLASS 4 - CANDIDATE	6-8a							
				2 to 09/09/12	1x	1-			
	WRAL		Sa	09/08/12	:30	7:24 AM	PM12-113TH	\$150.00	1
				2 to 09/16/12	1x	1-			
	WRAL		Sa	09/15/12	:00			\$150.00 Credited	2
8	WRAL WRAL Sun Morni CLASS 4 - CANDIDATE	ing News 7-9a							
				2 to 09/09/12	1x	1			
	WRAL		Su	09/09/12	:30	7:43 AM	PM12-113TH	\$150.00	1



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Sales Office	Washington Telerep	
Sales Region	National	

Order #	116616
Alt Order #	06218133
Deal #	
Order Flight	09/07/12 - 09/16/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
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Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
8	WRAL	WRAL Sun Morning News	7-9a								_
	CLASS 4 -	CANDIDATE									
				09/10/12 to		1x	1				
	WRAL			Su	09/16/12	:00			\$150.00	Credited	2
9	WRAL	CBS Sunday Morning	9-1030a								
	CLASS 4 -	CANDIDATE									
				09/10/12 to	09/16/12	1x	1				
	WRAL			Su	09/16/12	:00			\$250.00	See MG 9.2	1
	WRAL			Su	09/16/12	:00			\$600.00	Credited	2
10	WRAL	Young and the Restless	4-5p								
		CANDIDATE	•								
				09/10/12 to	09/16/12	1x	1				
	WRAL			Th	09/13/12	:00			\$450.00	See MG 10.2	1
	WRAL			Th	09/13/12	:30	3:58 PM	PM12-106TH	\$875.00	MG for 10.1 09/13	2
				CLASS 2 C	CANDIDATE	R8.23					
11	WRAL	CBS This Morning	7am - 9am								
	CLASS 4 -	CANDIDATE									
				09/10/12 to		1x	1				
	WRAL			Th	09/13/12	:30	8:24 AM	PM12-106TH	\$175.00		1
14	WRAL	Young and the Restless	4-5p								
	CLASS 4 -	CANDIDATE	-								
				09/10/12 to	09/16/12	1x	1				
	WRAL			W	09/12/12	:00			\$450.00	See MG 14.2	1
	WRAL			W	09/12/12	:30	3:59 PM	PM12-106TH	\$875.00		2
15	WRAL	CBS This Morning	7am - 9am								
	CLASS 4 -	CANDIDATE									
				09/10/12 to	09/16/12	1x	1				
	WRAL			W	09/12/12	:30	8:46 AM	PM12-106TH	\$175.00		1
16	WRAL	WRAL 5:30AM News	530-6a								
	CLASS 4 -	CANDIDATE									
				09/03/12 to	09/09/12	1x	1				



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
16		WRAL 5:30AM News	530-6a								
		CANDIDATE		_	00/07/10				4050.00		
	WRAL			F	09/07/12	:30	5:38 AM	PM12-113TH	\$250.00		1
				09/10/12 to		1x	1				
	WRAL			F	09/14/12	:30	5:28 AM	PM12-106TH	\$250.00		2
17		WRAL 5:30AM News	530-6a								
	CLASS 4 -	CANDIDATE					_				
				09/10/12 to		177	1		4050.00		
	WRAL			M	09/10/12	:00	C.45 AN4	Du13 113-ru	,	See MG 17.2	1 2
	WRAL				09/10/12 ANDIDATE I	:30	5:45 AM	PM12-113TH	\$450.00	MG for 17.1 09/10	2
18	WRAL	CBS This Sat Morning 8-9a	8-9a	OLASSS O	ANDIDALLI	10.23					
_		CANDIDATE	0-9a								
	ULA33 4 -	CANDIDATE		09/10/12 to	00/16/12	1x	1-				
	WRAL			Sa	09/15/12	:00			\$200.00	See MG 18.2	1
		WRAL News Sat. 9a-9:30a	9:00a - 9:30a	Sa	09/15/12	:00			*	See MG 18.3	2
			0.000		CANDIDATE				φ=00.00	000	_
	WRAL			Sa	09/15/12	:00			\$470.00	Credited	3
19	WRAL	WRAL 5:30AM News	530-6a								
	CLASS 3 -	CANDIDATE									
				09/10/12 to		1x	1				
	WRAL			Th	09/13/12	:30	5:38 AM	PM12-106TH	\$450.00		1
21		WRAL 5:30AM News	530-6a								
	CLASS										
	CLASS 3 -	CANDIDATE					_				
				09/10/12 to		2x	2		4.50.00		
	WRAL WRAL			W	09/12/12	:00			,	Credited	1 2
				W	09/12/12	:00			\$450.00	Credited	2
22		Late News	11-1135p								
	ULASS 4 -	CANDIDATE		00/02/12+2	00/00/12	1.	1				
				09/03/12 to	09/09/12	1x	1				



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
22	WRAL	Late News	11-1135p		-		•				<u>. </u>
		CANDIDATE									
	WRAL			F	09/07/12	:30	11:27 PM	PM12-113TH	\$650.00		1
				09/10/12 to		1x	1				
	WRAL			F	09/14/12	:00				See MG 22.3	2
	WRAL			F	09/14/12	:30	11:13 PM	PM12-106TH	\$1,335.00	MG for 22.2 09/14	3
•		5 00 E' . N		CLASS 3	CANDIDATE	R8.23					
24		5:00 First News	5-530p								
	CLASS 3 -	CANDIDATE R8.23		00/40/404	- 00/40/40	0	2				
	WRAL			09/10/12 to	09/16/12	2x	2 5:12 PM	PM12-106TH	\$1,115.00		
	WRAL			F	09/14/12	:30 :30	5:12 PM 5:28 PM	PM12-106TH PM12-106TH	\$1,115.00 \$1,115.00		3 2
25		Com Nove (M.E)	6 620m	1	09/14/12	.30	J.20 F W	PMIZ-1001H	φ1,113.00		2
25		6pm News (M-F) CANDIDATE R8.23	6-630p								
	OLAGG 3 -	CANDIDATE No.23		09/10/12 to	00/16/12	1x	1				
	WRAL			F	09/14/12	:30	6:08 PM	PM12-106TH	\$1,335.00		2
26		Inside Edition	7-730P	•	03/14/12	.00	0.001 101	THIL TOOM	Ψ1,000.00		_
20		CANDIDATE	1-130F								
	OLAGO +	OANDIDATE		09/10/12 to	00/16/12	1x	1				
	WRAL			F	09/14/12	:00			\$475.00	See MG 26.2	1
	WRAL			, F	09/14/12	:30	7:12 PM	PM12-106TH		MG for 26.1 09/14	2
				CLASS 3 (CANDIDATE				*******		
27	WRAL	Entertaiment Tonight	730-8P								
	CLASS 4 -	CANDIDATE									
				09/03/12 to	09/09/12	1x	1				
	WRAL			F	09/07/12	:30	7:47 PM	PM12-113TH	\$475.00		1
28	WRAL	Late News	11-1135p								
	CLASS 3 -	CANDIDATE R8.23	•								
				09/10/12 to	09/16/12	1x	1				



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28		Late News	11-1135p								
	CLASS 3 - WRAL	CANDIDATE R8.23			09/10/12 inis ran over inis ran over		11:40 PM	PM12-113TH	\$1,335.00		1
29	WRAL CLASS 3 -	David Letterman CANDIDATE R8.23	1135p-1237a								
	MDAL			09/10/12 to M		1x	1		ф0 7 0 00		
30		5:00 First News CANDIDATE	5-530p	IVI	09/10/12	:30	12:20 AM	РМ12-113ТН	\$270.00		1
				09/10/12 to		1x	1				
	WRAL			M	09/10/12	:30	5:23 PM	PM12-113TH	\$1,115.00		1
31		6pm News (M-F) CANDIDATE	6-630p								
				09/10/12 to		1x	1				
32		Inside Edition CANDIDATE	7-730P	М	09/10/12	:30	6:23 PM	РМ12-113ТН	\$1,335.00		1
	MDAI			09/10/12 to		1x	1		#070.00	0 " 1	
33		Face The Nation 1030-1130 CANDIDATE	1030-1130	М	09/10/12	:00			\$670.00	Credited	I
				09/10/12 to		1x	1				
34		Late News CANDIDATE	11-1135p	Su	09/16/12	:30	11:29 AM	РМ12-106ТН	\$200.00		1
				09/03/12 to	09/09/12	1x	1				
	WRAL				09/09/12 Tennis run o Tennis run o		11:58 PM	РМ12-113ТН	\$650.00		1



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
35	WRAL	60 Minutes	7-8p					_			-
	CLASS 4 -	CANDIDATE		00/00/404	00/00/40		1				
	WRAL			09/03/12 to Su	09/09/12	1x :30	8:27 PM	PM12-113TH	\$2,670.00		1
	VVIIAL				Tennis run o		0.27 1 101	FMIZ-IIJIII	Ψ2,070.00		'
				LR due to	Tennis run o	ver 33:35					
				09/10/12 to	09/16/12	1x	1				
	WRAL			Su	09/16/12	:00			, ,	See MG 35.3	2
	WRAL	60 minutes	730-830p	Su LD due te	09/16/12 NFL run ove	:30	8:35 PM	РМ12-106ТН	\$2,670.00	MG for 35.2 09/16	3
					NFL run ove						
36	WRAL	Late News	11-1135p			. 07.100					
30		CANDIDATE	11-1100р								
				09/10/12 to	09/16/12	1x	1				
	WRAL			Th	09/13/12	:30	11:12 PM	РМ12-106ТН	\$1,335.00		1
37	WRAL	5:00 First News	5-530p								
	CLASS 3 -	CANDIDATE		00/40/404	- 00/40/40	4	-1				
	WRAL			09/10/12 to	09/16/12	1x :30	1 5:22 PM	РМ12-106ТН	\$1,115.00		1
38	WRAL	Inside Edition	7-730P	111	09/13/12	.50	J.22 F W	PMIZ-1001H	φ1,113.00		ı
30		CANDIDATE	1-130F								
				09/10/12 to	09/16/12	1x	1				
	WRAL			Th	09/13/12	:30	7:27 PM	PM12-106TH	\$670.00		1
41	WRAL	5:30 News	530-6p								
	CLASS 3 -	CANDIDATE		00/40/404	00/40/40		1				
	WRAL			09/10/12 to	09/16/12	1x :30	1 5:38 PM	РМ12-106ТН	\$1,115.00		
44	WRAL	Late News	11-1135p	VV	03/12/12	.50	3.36 F W	PMIZ-1001H	φ1,113.00		ı
77		CANDIDATE	11-1100р								
				09/10/12 to	09/16/12	2x	2				
	WRAL			W	09/12/12	:30	11:14 PM	РМ12-106ТН	\$1,335.00		2
			We warr	ant that the actu	al broadcast info	ormation chow	n on this invoice	was taken from the program to	ng.		



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44	WRAL Late News	11-1135p	•				•			
	CLASS 3 - CANDIDATE									
	WRAL		W	09/12/12	:30	11:32 PM	РМ12-106ТН	\$1,335.00		1
45	WRAL David Letterman	1135p-1237a								
	CLASS 3 - CANDIDATE		00/40/4	00/40/40		4				
	MDAL		<u>09/10/13</u> W	2 to 09/16/12 09/12/12	1x	1	РМ12-106ТН	ф070 00		
40	WRAL		VV	09/12/12	:30	12:33 AM	PM12-1001H	\$270.00		1
46	WRAL 5:00 First News CLASS 3 - CANDIDATE	5-530p								
	CLASS 3 - CANDIDATE		00/10/1	2 to 09/16/12	4.,	1				
	WRAL		W	09/12/12	1x :30	5:13 PM	PM12-106TH	\$1,115.00		1
47	WRAL Inside Edition	7-730P	VV	09/12/12	.30	3.13 FW	PM12-1001H	φ1,113.00		'
47	CLASS 3 - CANDIDATE	7-730P								
	CLASS 3 - CANDIDATE		00/10/1	2 to 09/16/12	2x	2				
	WRAL		W	09/12/12	:30	7:27 PM	РМ12-106ТН	\$670.00		2
	WRAL		W	09/12/12	:30	7:29 PM	PM12-106TH	\$670.00		1
48	WRAL Letterman Friday	1205x-107x						*********		
	CLASS 4 CANDIDATE R8.23	1200% 101%								
			09/10/1:	2 to 09/16/12	1x	F				
	WRAL		F	09/14/12	:00			\$85.00	Credited	1
49	WRAL Young and the Restless	4-5p								
	CLASS 2 CANDIDATE R8.23									
			09/10/1	2 to 09/16/12	1x	F				
	WRAL		F	09/14/12	:30	4:27 PM	РМ12-106ТН	\$875.00		1
50	WRAL WRAL 6a News Sat	6-8a								
	CLASS 3 CANDIDATE - R8.23									
				2 to 09/16/12	1x	S-				
	WRAL		Sa	09/15/12	:00			\$270.00	Credited	1
51	WRAL WRAL Sun Morning News	7-9a								
	CLASS 3 CANDIDATE - R8.23									
			09/10/1	2 to 09/16/12	1x	S				
		14/-				and state to a contract	aa talcaa fuana tha muaauana	I		



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51	WRAL WRAL Sun Morning News	7-9a	-							
	CLASS 3 CANDIDATE - R8.23		_						-	
	WRAL		Su	09/16/12	:00			\$400.00	Credited	1
52	WRAL Thu Hour 3	10-11p								
	CLASS 3 CANDIDATE - R8.23		00/10/1			_				
	MOAL			2 to 09/16/12	1x	T	12 100	\$0.450.00		
	WRAL		Th	09/13/12	:30	10:46 PM	PM12-106TH	\$2,450.00		1
53	WRAL WRAL 5:30AM News CLASS 3 CANDIDATE R8.23	530-6a								
				2 to 09/16/12	1x	WTF				
	WRAL		F	09/14/12	:30	5:57 AM	PM12-106TH	\$450.00		1
54	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R8.23									
	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\			2 to 09/16/12	1x	M		40.45.00		
	WRAL		М	09/10/12	:00			\$315.00	Credited	1
55	WRAL Noon News CLASS 3 CANDIDATE R8.23	12p-1p								
				2 to 09/16/12	2x	2				
	WRAL		Th	09/13/12	:30	12:36 PM	PM12-106TH	\$315.00		1
	WRAL		Th	09/13/12	:30	12:58 PM	PM12-106TH	\$315.00		2
56	WRAL Noon News CLASS 3 CANDIDATE R8.23	12p-1p								
			09/10/12	2 to 09/16/12	1x	W				
	WRAL		W	09/12/12	:00			\$315.00	Credited	1
57	WRAL Thu Hour 2 CLASS 3 CANDIDATE R8.23	9-10p								
			09/10/12	2 to 09/16/12	1x	T				
	WRAL		Th	09/13/12	:30	9:33 PM	РМ12-106ТН	\$3,115.00		1
		Aired Spots	47							



WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Smart Media Attention: Accounts Payable 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 9/07
Estimate Number	907916

Invoice #	116616-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/16/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

]	Order #	116616
	Alt Order #	06218133
	Deal #	
	Order Flight	09/07/12 - 09/16/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

\$39,920.00 Gross Total

Agency Commission \$5,988.00

Payment Terms 30 Days **Net Amount Due** \$33,932.00